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ABSTRACT

A survey was conducted of adult patrons leaving 70 Illinois public libraries on 1 day in April 1983 to determine patrons' success in using the library that day, their level of library usage in the past year, and what changes, if any, they would like to see in their local libraries. Responses were received from 62 (89%) of the libraries in the sample. Based on a weighted analysis of responses to determine a statewide estimate, it was found that 79% of the adults located what they wanted in the library on the day of the survey; that the next thing patrons reported they would do to locate material or information they wanted but did not find was to try another library (27%), try the same library again (51%), or try some other means (22%); and that while 36% of those surveyed requested no changes in their local libraries, the most desired change requested by other respondents was more or different books and periodicals. This publication describes survey methodology and results. Bar charts show responses by level of library usage and age of respondents, while tables present the distribution of responses by geographical area and community population size, whether patrons found what they wanted and their level of library usage, and the sex and age of the respondents. A sample questionnaire and a subject index to the first 12 Illinois Library Statistical Reports conclude the publication. (ESR)

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ILLINOIS LIBRARY STATISTICAL REPORT 12

Report of an Adult Patron Survey in a Sample of Illinois Public Libraries in Spring 1983

AND

Subject Index to Illinois Library Statistical Report Nos. 1-12

JIM EDGAR
Secretary of State and State Librarian

Illinois State Library
Springfield, Illinois
December 1983

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Illinois Library Statistical Report no. 12

Report of an Adult Patron Survey in a Sample of Illinois Public Libraries in Spring 1983

by Herbert Goldhor

Subject Index to Illinois Library Statistical Report Nos. 1-12

by Christopher R. Jocius

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Report of an Adult Patron Survey in a Sample of Illinois Public Libraries in Spring 1983

by

Herbert Goldhor

1. Introduction ..... p. 1

2. Analysis of the Responses 3

3. Conclusions 13

Appendix A. Basic Reference Tables

1. Distribution of Adult Patron Survey Responses by Geographical Areas of the State and by the Population of the Community .. 15

2. Distribution of Adult Patron Survey Responses by Whether They Found What They Wanted and by the Number of Times They Used the Library 18

3. Distribution of Adult Patron Survey Responses by Sex and Age of Respondents 20

Appendix B. Survey Forms 22

Acknowledgements

The author thanks the 2910 persons who answered the survey questionnaire. Daisy Auyeung coded the responses and wrote the SPSS programs for their analysis; Diane Forster and Amy Holtsford keyed the data into a computer file; Lisa Bachrach verified the accuracy of the tables; and Kathy Painter typed the report.

1. Introduction

One part of the statistical services which the Library Research Center performs by contract for the Illinois State Library is a series of four Supplemental Annual Reports (SAR), one each year and each used with only a sample of Illinois public libraries. This is the report of the results of SAR4 as used in the spring of 1983. SAR1 and 2 were designed to cover the resources and services of Illinois public libraries in greater detail than is possible in the annual public library report to the State Library. SAR3 and 4 were designed to measure outputs and performance of public library operation; and as such, it was felt, they had to tap the experience and opinions of library users. SAR3 was a survey of adult patrons returning a book on a given day to any of a sample of libraries; the results were described in Illinois Library Statistical Report no. 7.

SAR4 was also a survey of public library patrons, but unlike SAR3 was to be given on one day to all adults leaving each library in the sample. Where SAR3 dealt with the reader's use of a particular book he/she was returning, SAR4 dealt with the patrons' success in using the library that day (specifically with those who did not get what they wanted) and with what changes if any they would like to see in their local library. This is clearly a different dimension from that in SAR3.

SAR4 was pretested in half-a-dozen libraries and found to be satisfactory. Early in 1983, a supply of survey forms and a cover letter were sent to each of a random sample of 70 Illinois public libraries, through the 17 regional library systems. Chicago Public Library was not included in the universe of libraries and could not therefore be in the sample; by the same token, the results of this survey are representative at best only of all

Illinois public libraries other than the Chicago Public Library. Copies of the survey instrument and of the cover letter constitute Appendix B here. We sent 25 copies of the form to each library serving fewer than 5,000 people, 50 to each serving 5,000 to 10,000 people, 100 to each serving 10,000 to 25,000 people, and 250 to each serving over 25,000. The forms were to be given to all adults leaving the library on one day in April.

Of the 70 libraries in the sample, responses were received from 62 (89%). Since this is a survey not of individual libraries but of their patrons, we ought to compare the distribution of all responses with that of the total population served by the sample and by all Illinois public libraries other than Chicago. Table 1 shows the relevant data. While the distribution by population category, of libraries in the final sample, is not significantly different from either the total number in the state or in the original sample, the distribution of persons who completed the survey (col. g) is markedly different from that of the total population served by local libraries (other than Chicago) and from that of the population served by libraries in the net sample. It appears that we have a higher percentage of responses from small towns and a lower percentage from large cities than we should have received, if this were a representative sample.

Table 1. Comparison Between Universe and Sample in Number of Libraries and of Respondents

(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Number of Libraries			Number of People		
Population Category	Total Universe	Original Sample	Net Sample	Served by All Public Libs.	Served by Net Sample	Completed Survey
Less than 5,000	308/53%	38/54%	34/55%	671,440/10%	74,120/13%	651/22%
5,000-25,000	204/35%	23/33%	22/35%	2,457,460/38%	264,330/48%	1290/44%
25,000 and over	73/12%	9/13%	6/10%	3,414,485/52%	212,180/39%	990/34%
Total	585/100%	70/100%	62/100%	6,543,385/100%	550,630/100%	2931/100%

To counteract this, we have weighted the responses for each question for the three population size groups in the set of reference tables (see Appendix A) so as to get a total state estimate (col. h) for each variable which reflects the distribution of all people served by Illinois public libraries other than Chicago (see col. e of Table 1). The weights for the population categories were .103 for under 5,000, .376 for 5,000-25,000, and .522 for 25,000 and over. However when we compared the simple average of columns (e), (f) and (g) of Tables A1-A3 with the weighted total state estimate, we found almost no difference; of 33 variables in Table A1 (other than geographical location), in 8 there was no difference, in 21 a difference of one, in 2 of two, and in 1 of three. It must be concluded that the respondents from various sized communities answered the survey questions in very much the same way. There may be bias in these data from other causes, however (e.g., the use of patrons on only one day); until the results reported here are confirmed or corrected by other studies, we suggest that these figures be taken simply as those of a rather large sample.

The responses received from the 62 libraries were coded by one person and reviewed by another, and then input into a computer file twice by two different people. The two inputs were compared and discrepancies reconciled, so that we are reasonably sure that coding and recording error has been minimized. Various analyses were then run, using the computer program called the Statistical Package for Social Sciences. Additional special calculations can be made upon request.

2. Analyses of the Reponses

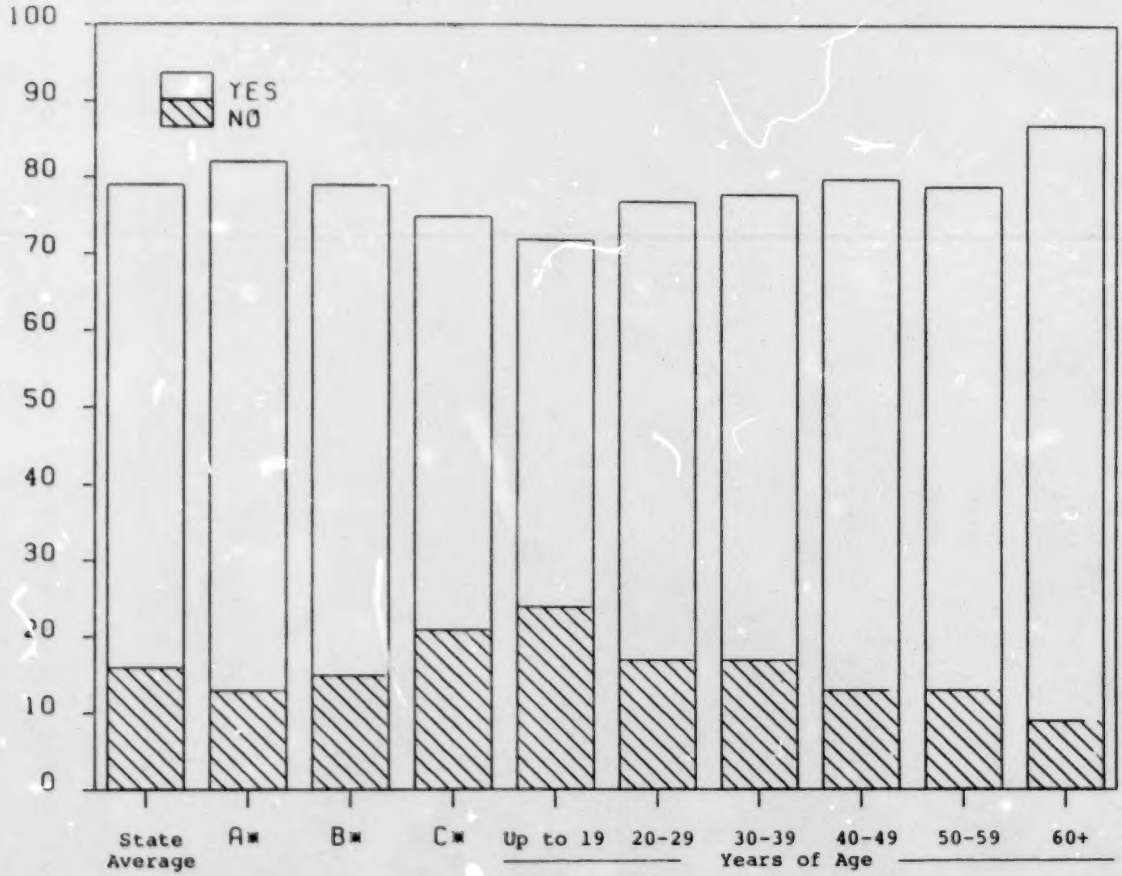
Tables A1-A3 incorporate seven different ways of looking at these responses. Table A1 looks at them by geographical area of the State, by the

population size of the communities, and as a state-wide total estimate. Table A2 uses two bases--three possible answers to the question, "Did you find what you wanted?," and three groupings of the number of times respondents said they used this library in the past year. And Table A3 sorts out the responses by sex and by six age groups. We will consider in turn each question on the survey, and review the distribution of responses in these seven different ways.

The first question was "Did you find what you wanted in the library today?" The state-wide estimate is 79% "yes," and there was little variation from that figure. It is noteworthy that the more often people used the public library, the more likely they were to answer the question affirmatively and the less likely to answer it in the negativ (Table A2, cols. e-g). And there was an almost unbroken progression from young to old, in ever higher success and in ever lower failure rates and in ever higher rates of use of reserves and interlibrary loan (see Figure 1).

Those who said "No" to question 1 were invited to specify what it was they had been seeking. We boiled down the many different titles and types of materials named into three main categories--"fiction" including new books, best sellers and children's books--in other words the most popular books; "nonfiction" which consists of reference questions, books and periodicals in all subject fields; and "other" which includes newspapers and magazines in general, all types of audiovisuals, information not otherwise classifiable, equipment (e.g., photocopies), and such answers as "a place in which to study." In general, 28% of what was not found was fiction, 47% nonfiction, and 26% other. There were geographical differences in the distribution of those answers; north and central Illinois had the highest percentages of fiction and nonfiction, and southern Illinois the highest percentage of other. The

Fig. 1. "Did You Find What You Wanted in the Library Today?"



*Frequency of use of this library in the past year: A = more than once a week, B = 1-4 times per month, C = less than once a month.

less often people used the public library, the less often what they wanted was fiction, and the more often it was nonfiction or other. Women wanted fiction more often than did men, and men more often than women wanted nonfiction and other. The youngest respondents wanted fiction least often and other most often, while people in their 40's wanted fiction more often than did any other age group (see Figure 2).

These same people who said they did not get what they wanted were then asked "What is the next thing you will do to get it?" Notice that about one-third more people answered this question than answered the previous question; we think that some respondents interpreted this question to refer in general to what they might do, and not solely to this day's experience. In the case of both questions we accepted only one answer per respondent. More than half of the responses to this third question were to the effect that they would look for what they wanted another time in this library. About a quarter of the total are prepared to try another library, and the final quarter will buy or rent what they need, go to agencies other than libraries, forget about it, etc.

People in the Chicago suburbs were most likely to try another library, while those in towns of under 5,000 population were most likely to try this library again; the explanation in both cases is presumably the relative ease or difficulty of access to other libraries. The more often people used libraries the less likely they were to try another library or use other approaches and the more likely they were to try this library again. There was an almost steady decline in the use of another library and an almost steady increase in the use of this library again, as the age of respondents increases (see Figure 3).

Fig. 2. What Was It That People Sought and Failed to Find?

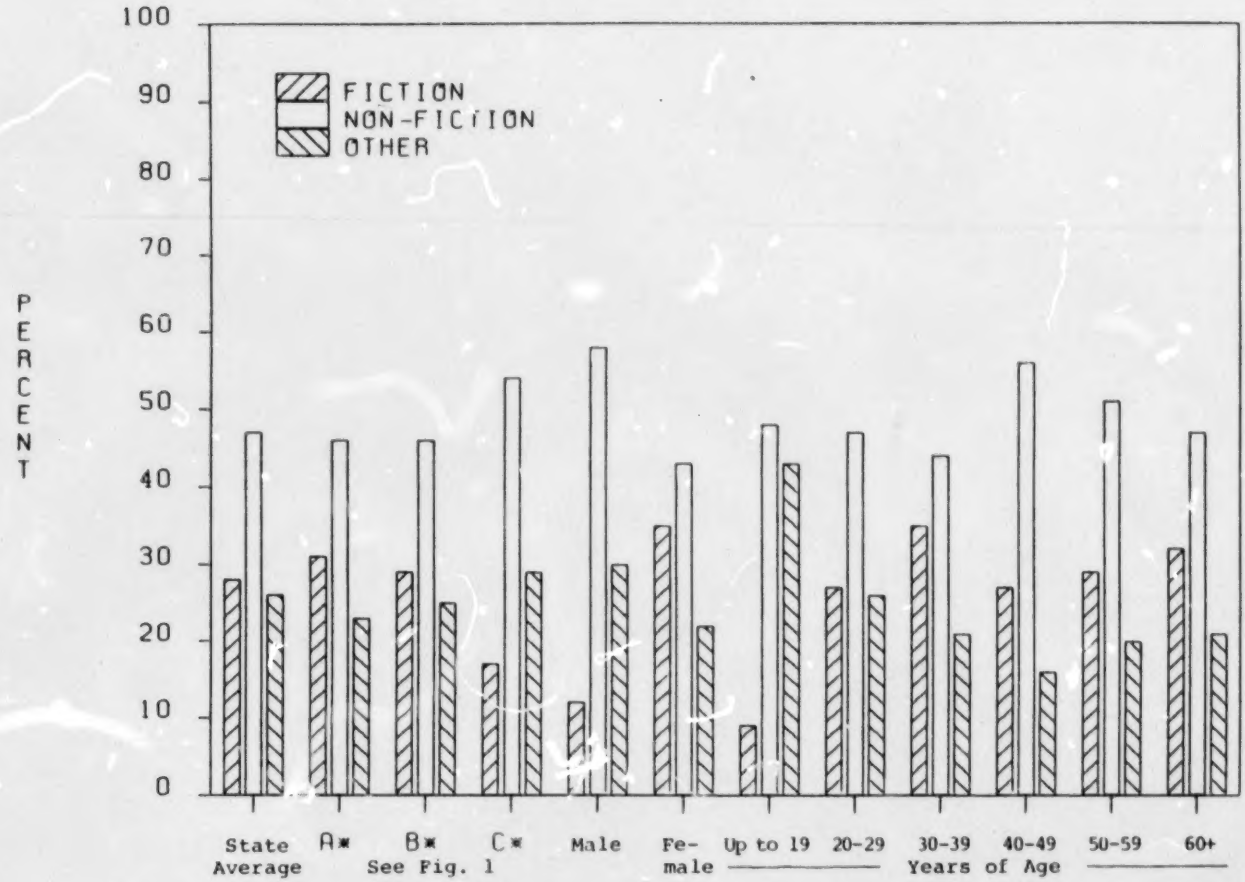
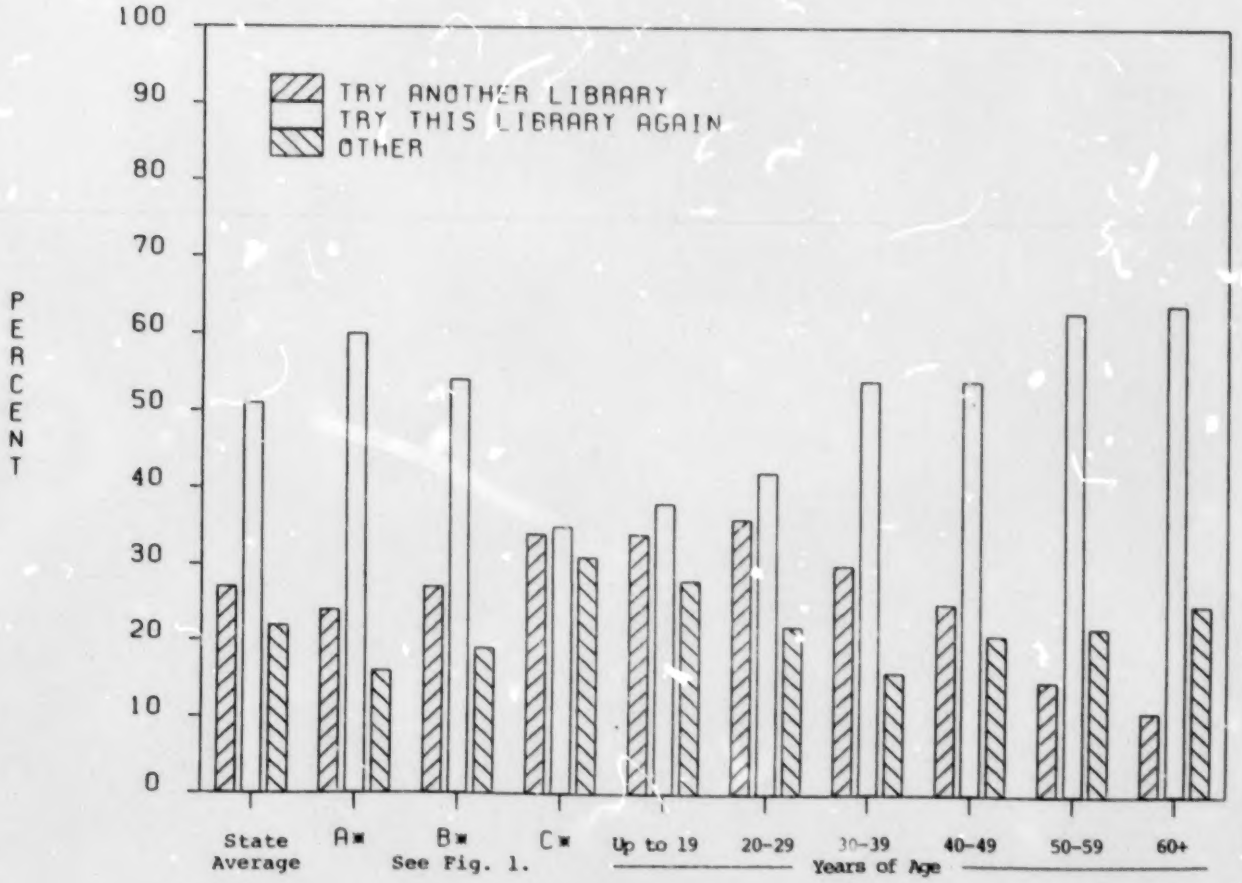


Fig. 3. What Will These Respondents Do Next to Find What They Want?

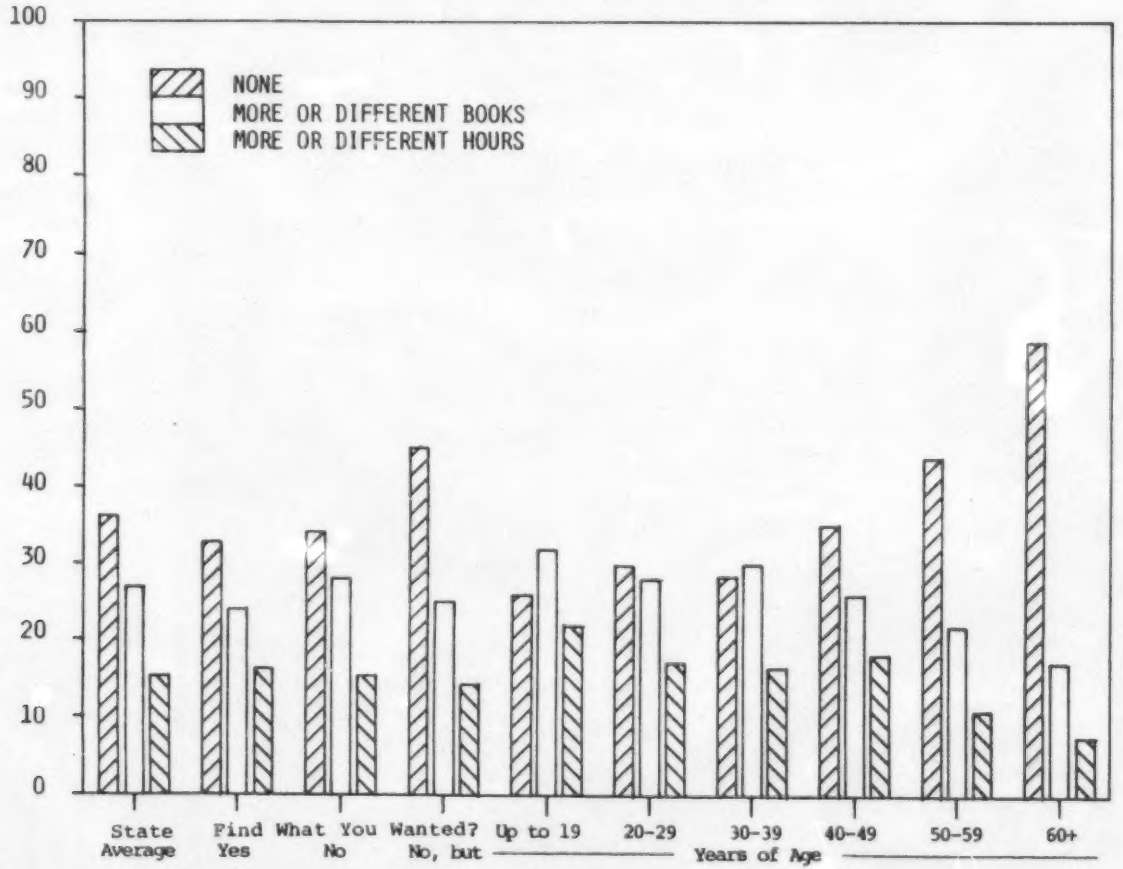


All respondents were asked what changes they would like to see in "this" library--with multiple responses possible and up to three were recorded. (Only 22 persons, 1% of the total, suggested four or more changes.) Of the seven categories of responses used in Tables A1-A3, that which drew more choices than any other was "none"--evidence of most patrons' satisfaction with present conditions and services. On a statewide basis, 36% of all responses to this question was for "none." Those who were most inclined to have no changes were the people over 60 years of age (Table A3, col. i); and the next most supportive group was those who used the library the least (Table A2, col. g). The few cases where this category was not the most popular choice include those persons who did not find what they wanted (Table A2, cols. c and d), and those respondents younger than 20 or in their thirties (Table A3, cols. d and f).

In all of these last cases, the leading change desired was more or different books and periodicals, and indeed this was consistently the most desired change of all those requested, constituting 27% of all responses to this question and 42% of all requested changes. In general, the younger the respondent the higher the percentage of requests for more books and the lower the percentage wanting no changes (Table A3, cols. d-i). The only other change drawing much support is that of more or different hours of opening, 15% of all responses and 24% of all desired changes. The highest percentages in this category are from north and central Illinois (Table A1, col. c) and from respondents under 20 years of age (Table A3, col. d, and Figure 4).

The majority (61%) of all respondents used the public library one to four times a month; 23% used it more often and 15% less often (Table A1, col. h). This distribution was essentially the same in most cross-analyses.

Fig. 4. Changes in These Libraries Most Often Desired.



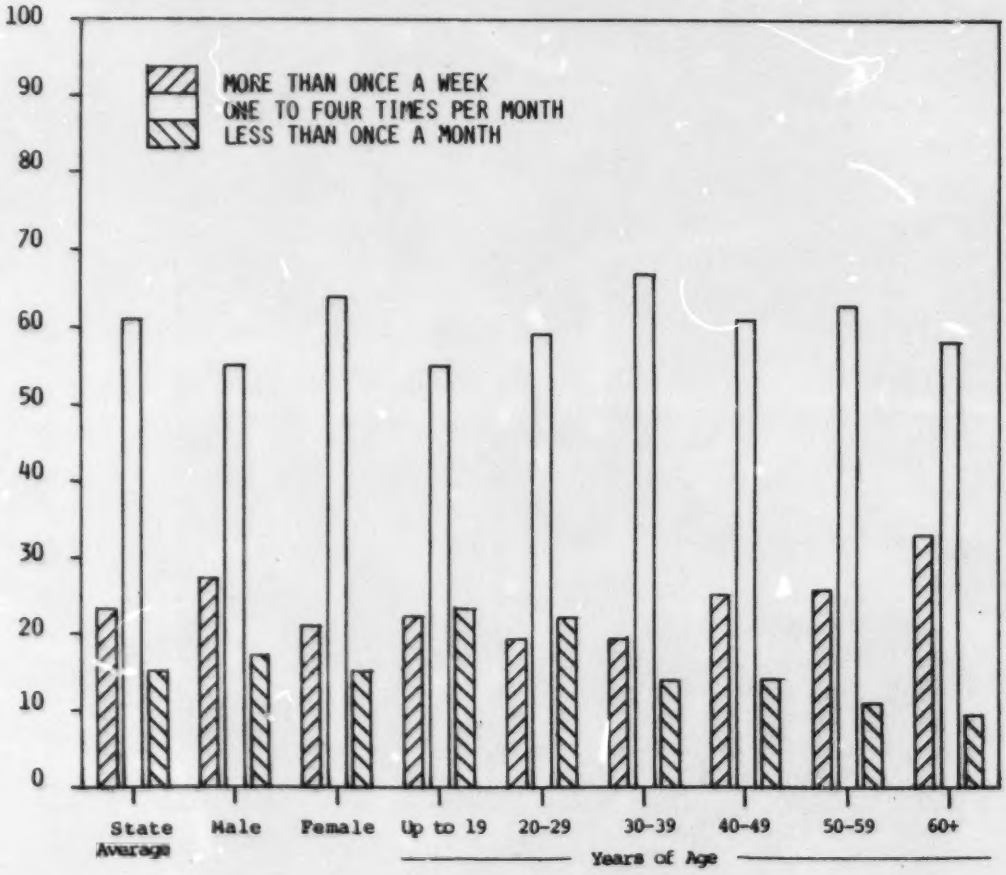
The people who did not find what they wanted at the library had the highest percentage of those with the least use (Table A2, col. c); males said they used the library more often than did females (Table A3, cols. b-c), and the percentage of people using the library less often than once a month drops consistently and by 60% from those under 20 to those over 60 (Table A3, cols. d-i, and Figure 5).

Of all respondents, 29% were men and 71% were women (Table A1, col. h). Males were 37% of those over 60 (Table A3, col. i) and 35% of those who used the library more than once a week (Table A2, col. e). They were lowest (24%) of those between 30 and 39 (Table A3, col. f) and next lowest (25%) of all those in towns of under 5,000 (Table A1, col. e).

By age, the general distribution peaked with those in their thirties at 30% of the total, with another 30% below age 40, 25% from 40 to 59 and 15% aged 60 or more. Respondents from the towns of under 5,000 were more than half over 40 (Table A1, col. e), and of those who used the library less than once a month 69% were under 40 (Table A2, col. g). Those over 50 were 33% of all males but only 24% of all females; those from 30-49 were 38% and 48% respectively (Table A3, cols. b-c).

Respondents from the Chicago suburbs were primarily from towns of over 5,000, while those in the rest of the State were primarily from towns of under 5,000 (Table A1, cols. e-g). People who filed reserves and requests for interlibrary loans were more from southern Illinois and less from Chicago suburbs than was true of persons who did or did not find what they wanted (Table A2, cols. b-d). A higher proportion of men than of women came from southern Illinois, as did both young people (under 20) and older adults (60 or over) (Table A3).

Fig. 5. "How Often Have You Used This Library in the Past Year?"



People who did not find what they wanted were disproportionately from larger communities (Table A2, col. c). The younger the respondents, the more likely they were to come from places of under 25,000 population; the older they were, the more likely they came from towns of under 5,000 (Table A3, cols. d-i).

3. Conclusions.

Three main conclusions can be drawn from the responses in this survey. One is that considerable variation does exist between the various categories of cross-analysis used here. Take age for example (Table A3, cols. d-i); on almost every variable there are marked variations between young people (under 20) and old (60 and over). More than twice as high a percentage of young people than of old did not find what they wanted; only a third as high a percentage wanted fiction; three times as high a percentage said they would try another library next; less than half as high a percentage had no changes to suggest, etc. Librarians concerned with one dimension or another of this survey may want to request further information or special calculations of the raw data stored on computer tape.

A second main conclusion is that individual public libraries will need and want much more detail on their own patrons than was feasible in a group survey like this. For example we compressed into three categories the many individual replies given as to what had been sought and not found; any one librarian may want to separate out smaller and more specific categories, e.g., films and records, and to identify the characteristics of the people who wanted those items. Any library is welcome to use the survey questionnaire form (in Appendix B here); it is suggested that a one-day sample of returns (and a minimum of 100 over one or more days) would be sufficient

for most purposes. For the first five Illinois public libraries which record with the Library Research Center their intention to use this (or a comparable) form, the Center will process the returns without charge.

A final point is that public librarians need to do much more than has usually been done in the past to explore how people feel about specific aspects of the library operation, e.g., hours of opening. It is not wise to assume that all or even most people like what is the present situation. And not only present users should be considered, but also other people in the library's service area who are not now regular users; one reason for their failure to use the library may be that the hours of opening (for example) are not convenient. All this is part of marketing, which is to say that the library tries to find out what most people want rather than to offer them what the staff or board think people want (or ought to want). There are various devices by which this can be done, other than the present survey form; one such is to experiment with different hours or a new service or a longer loan period and see how people feel about it.

Table A1. Distribution of Adult Patron Survey Responses by Geographical Areas of the State and by the Population of the Community.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
	Geographical Areas			Population of the Community			
Question	Chicago Suburbs (1615)	No. & Cen. Illinois (498)	Southern Illinois (818)	Under 5,000 (651)	5000-25,000 (1290)	Over 25,000 (990)	Total State Estimate (Weighted)
1. Did you find what you wanted in the library today?							
a. Yes	78%	82%	78%	80%	79%	78%	79%
b. No	17	12	15	13	15	18	16
c. No, but I have filed a reserve or a request for interlibrary loan.	5	6	7	7	6	4	5
2. If "No," what were you looking for?	(257)	(63)	(125)	(88)	(193)	(164)	
a. Fiction	29%	33%	22%	29%	26%	29%	28%
b. Nonfiction	48%	53	44	48	50	44	47
c. Other	23	14	34	23	24	27	26
3. What is the next thing you will do to get it?	(338)	(81)	(170)	(119)	(271)	(199)	
a. Try another library	35%	18%	16%	24%	31%	25%	27%
b. Try this library again	49	60	54	57	51	50	51
c. Other	16	21	30	19	18	25	22
4. What changes (if any) would you like to see in this library? (multiple responses possible)	(1781-1171)	(555-337)	(893-584)	711-439)	(1467-997)	(1051-656)	
a. None	34%--	39%--	35%--	38%--	32%--	38%--	36%--
b. Hours	13-19	21-35	16-25	18-30	14-20	15-25	15-24
c. Programs	8-12	4- 6	5- 8	5- 7	7-11	6-10	6-10
d. Books/periodicals	29-43	23-38	25-38	24-39	28-41	27-43	27-42
e. Physical quarters	6- 9	7-11	12-18	9-15	10-15	2- 4	6- 9
f. AV materials	7-11	4- 6	4- 6	4- 6	6-10	6- 9	6- 9
g. Other	4- 6	2- 3	3- 5	2- 3	3- 4	6- 9	4- 6

Table A1, p. 2.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
	Geographical Areas			Population of the Community			
Question	Chicago Suburbs (1615)	No. & Cen. Illinois (498)	Southern Illinois (818)	Under 5,000 (651)	5000-25,000 (1290)	Over 25,000 (990)	Total State Estimate (Weighted)
5. About how many times, before today, have you used this public library in the past year?							
a. > Once per week	23%	24%	23%	22%	23%	24%	23%
b. 1-4 Times per mo.	63	61	60	64	61	60	61
c. < Once a month	14	15	17	14	15	16	15
6. Are you male or female?							
a. Male	28%	27%	33%	25%	32%	29%	29%
b. Female	72	73	67	75	68	71	71
7. In what age group are you?							
a. Up to 19	8%	9%	14%	8%	9%	13%	11%
b. 20-29	18	15	20	14	17	22	19
c. 30-39	33	27	24	28	29	31	30
d. 40-49	16	17	12	16	17	13	15
e. 50-59	11	12	11	13	12	9	10
f. 60+	14	19	19	21	17	12	15
8. Location of the community by geographical area of the State.							
a. Chicago suburbs				10%	74%	60%	56%
b. North and central Illinois				41	6	15	17
c. Southern Illinois				49	20	25	27
9. Population size of the community							
a. Less than 5,000	10%	41%	49%				
b. 5,000-25,000	74	6	20				
c. Over 25,000	60	15	25				

Table A1, p. 3.

Notes:

Question 2.a. includes new books, best sellers, westerns, romances, mysteries, science fiction, all other novels, and children's books. 2.b. includes history, travel, sports, hobbies, medicine, health, mathematics, science, humanities, social sciences, and all other nonfiction books and related magazines. 2.c. includes unspecified newspapers or magazines, films, sound recordings, information not otherwise classifiable, equipment, a place in which to study, etc.

Question 3.c. includes "buy or rent a copy," "forget about it," "go to some place other than a library," etc.

Question 4.g. includes changes in rules or regulations, equipment of various kinds, "keep books in better order," "keep children quiet," etc. In each column, the percentage distribution of the answers to Question 4 is given twice, first including the response "none" and second excluding it. Multiple answers to Question 4 were possible.

Question 5.a. is "more than once a week;" b. is "one to four times per month;" c. is "less than once a month."

Column (b) includes Bur Oak, DuPage, North Suburban, and Suburban Library Systems. Column (c) (North and Central Illinois) includes Corn Belt, Illinois Valley, Lincoln Trail, Northern Illinois, River Bend, Starved Rock, and Western Illinois Library Systems. Column (d) includes Cumberland Trail, Great River, Kaskaskia, Lewis and Clark, Rolling Prairie, and Shawnee Library Systems.

The number of respondents in each category is given in parentheses at the head of the column. When the responses to any one question differs markedly, the number of responses on which the percentages are figured is shown in parentheses below the wording of the question.

Column (h) is a total state-wide estimate, obtained by weighting the value for under 5,000 population by .103, for 5,000-25,000 by .376, and for over 25,000 by .522 to correct for the failure of the sample of respondents to reflect correctly the distribution by community size of all persons in Illinois served by local public libraries (other than Chicago).

How to read this table: Use as an example question 2 and column (b). Of 257 respondents in the Chicago Suburbs who did not get what they wanted in the library, 29% wanted fiction, 48% nonfiction, and 23% other materials. The data for question 4 and column (b) are to be read as follows: of 1781 responses to question 4 by persons from sample libraries in Chicago suburbs, 34% wanted no changes in the library, 13% wanted more or different hours of opening, 8% more programs, etc. When we deduct those responses wanting no changes, 1171 were left, and of these 19% wanted more or different hours of opening, 12% more programs, etc. See the sample survey form, on p.21 here, for the full statement of the possible changes.

Table A2. Distribution of Adult Patron Survey Responses by Whether They Found What They Wanted and by the Number of Times They Used the Library.

(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Did You Find What You Wanted?			How Many Times Have You Used This Public Library in the Past Year?		
Question	Yes (2275)	No (447)	No, But (162)	> Once Per Week (676)	1-4 Times Per Month (1790)	< Once a Month (440)
1. Did you find what you wanted in the library today?						
a. Yes				82%	79%	75%
b. No				13	15	21
c. No, but I have filed a reserve or a request for interlibrary loan.				5	6	4
2. If "No," what were you looking for?				(96)	(269)	(77)
a. Fiction				31%	29%	17%
b. Nonfiction				46	46	54
c. Other				23	25	29
3. What is the next thing you will do to get it?				(122)	(360)	(104)
a. Try another library		31%	17%	24%	27%	34%
b. Try this library again		44	71	60	54	35
c. Other		24	12	16	19	31
4. What changes (if any) would you like to see in this library?	(2458-1481)	(524-422)	(205-162)	(782-525)	(1983-1313)	(436-238)
a. None	40%-	20%-	21%-	33%-	34%-	45%-
b. Hours	15-23	13-17	20-26	16-23	15-23	14-26
c. Programs	6-11	6- 8	7- 9	7-10	7-10	4- 7
d. Books/periodicals	23-38	42-52	33-41	24-35	28-42	25-47
e. Physical quarters	8-12	6- 8	12-15	10-15	7-11	5- 9
f. AV materials	5- 9	8-10	3- 4	7-10	6- 8	4- 7
g. Other	3- 5	5- 6	3- 4	4- 6	3- 5	2- 4
5. About how many times, before today, have you used this public library in the past year?						
a. > Once per week	24%	19%	22%			
b. 1-4 Times per month	62	60	68			
c. < Once a month	14	21	10			

Table A2, p. 2.

(a)	(b)	(c)	(d)	(e)	(f)	(g)
	Did You Find What You Wanted?			How Many Times Have You Used This Public Library in the Past Year?		
Question	Yes (2275)	No (447)	No, But (162)	> Once Per Week (676)	1-4 Times Per Month (1790)	< Once a Month (440)
6. Are you male or female?						
a. Male	28%	34%	28%	35%	26%	33%
b. Female	72%	66%	72%	65%	74%	67%
7. In what age group are you?						
a. Up to 19	9%	16%	8%	10%	9%	16%
b. 20-29	18	19	18	14	17	26
c. 30-39	29	33	26	25	32	27
d. 40-49	15	13	20	14	15	14
e. 50-59	11	10	16	12	11	8
f. 60+	18	9	12	23	15	9
8. Location of the community by geographical area of the State.						
a. Chicago suburbs	54%	59%	49%	54%	56%	53%
b. North and central Illinois	18	13	17	18	17	16
c. Southern Illinois	28	28	35	28	27	31
9. Population size of the community.						
a. Less than 5,000	23%	19%	27%	21%	23%	21%
b. 5,000 to 25,000	44	42	49	44	44	44
c. Over 25,000	34	39	24	35	33	35

See notes at the end of Table A1.

Table A3. Distribution of Adult Patron Survey Responses by Sex and Age of Respondents.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
	Sex		Age					
Question	Male (847)	Female (2045)	Up to 19 (297)	20-29 (521)	30-39 (854)	40-49 (446)	50-59 (324)	60+ (479)
1. Did you find what you wanted in the library today?								
a. Yes	77%	80%	72%	77%	78%	80%	79%	87%
b. No	18	15	24	17	17	13	13	9
c. No, but I have filed a reserve or a request for interlibrary loan.	5	6	4	6	5	7	8	4
2. If "No," what were you looking for?	(135)	(306)	(69)	(85)	(145)	(55)	(51)	(38)
a. Fiction	12%	35%	9%	27%	35%	27%	29%	32%
b. Nonfiction	58	43	48	47	44	56	51	47
c. Other	30	22	43	26	21	16	20	21
3. What is the next think you will do to get it?	(188)	(393)	(79)	(111)	(185)	(82)	(65)	(63)
a. Try another library	27%	28%	34%	36%	30%	25%	15%	11%
b. Try this library again	51	52	38	42	54	54	63	64
c. Other	22	20	28	22	16	21	22	25
4. What changes (if any) would you like to see in this library?	(921-582)	(2269-1483)	(337-249)	(612-428)	(991-719)	(485-314)	(330-184)	(463-191)
a. None	37%-	35%-	26%-	30%-	27%-	35%-	44%-	59%-
b. Hours	12-20	16-25	22-29	17-24	16-22	18-28	11-20	7-18
c. Programs	4- 6	8-11	6- 8	7-10	9-12	5- 8	4- 8	3- 8
d. Books/periodicals	28-44	26-40	32-44	28-40	30-42	26-40	22-39	17-41
e. Physical quarters	9-14	7-11	6- 8	8-11	6- 9	8-12	10-17	9-22
f. AV materials	7-11	5- 8	6- 8	6- 9	8-11	4- 7	5- 9	2- 4
g. Other	4- 6	3- 5	2- 3	4- 6	3- 5	4- 5	4- 7	3- 7

Table A3, p. 2.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
	Sex		Age					
Question	Male (847)	Female (2045)	Up to 19 (297)	20-29 (521)	30-39 (854)	40-49 (446)	50-59 (324)	60+ (479)
5. About how many times, before today, have you used this public library in the past year?								
a. > Once a week	27%	21%	22%	19%	19%	25%	26%	33%
b. 1-4 Times per month	55	64	55	59	67	61	63	58
c. < Once a month	17	15	23	22	14	14	11	9
6. Are you male or female?								
a. Male			38%	30%	24%	27%	33%	37%
b. Female			61	70	76	73	67	63
7. In what age group are you?								
a. Up to 19	11%	10%						
b. 20-29	18	18						
c. 30-39	24	32						
d. 40-49	14	16						
e. 50-59	12	10						
f. 60+	21	14						
8. Location of the community by geographical area of the State.								
a. Chicago Suburbs	53%	56%	46%	54%	62%	58%	54%	48%
b. North and central Illinois	16	18	15	15	16	19	19	20
c. Southern Illinois	32	26	39	31	22	23	27	32
9. Population size of the community.								
a. Less than 5,000	19%	24%	19%	18%	21%	23%	25%	29%
b. 5,000-25,000	47	42	37	41	43	49	47	46
c. Over 25,000	34	34	44	41	36	28	28	26

See the notes at the end of Table A1.

APPENDIX B

JIM EDGAR
SECRETARY OF STATE

OFFICE OF THE SECRETARY OF STATE
SPRINGFIELD, ILLINOIS 62756
Illinois State Library

March 15, 1983

To the head librarian of the

Your library is one of a random sample of 70 in Illinois which are being asked to conduct an Adult User Survey on any one day of your choosing in April 1983. The idea of this survey is to get some measure of the behavior and opinions of the people who use your library. This is not an evaluation of you or of your library; the responses from your library's users will never be reported as such but only in larger totals and mostly state-wide. However if you want a summary of the responses to this survey of your library's patrons, check item 2 below.

In this envelope you will find a supply of survey forms, and a copy of a poster announcing the survey which I suggest you display in some prominent place. The idea of this survey is to ask each adult user to fill out a copy of the questionnaire just before he or she leaves the building. It is quite short--only 6 questions, takes about two minutes on the average, and requires no signature. The survey is over when you run out of forms or at the end of the day, whichever comes first. In the case of a library with branches, you are asked to do this survey only in the main library.

In the pretests of this survey, much higher returns were secured when someone handed people the forms with a word of explanation, and had available a few pencils or pens; perhaps you can assign a page or clerical assistant, or find a volunteer or a friend of the library to do this for one day. Please provide a box into which people can put the completed questionnaire; there is nothing you need do with them after that but to send them to your system headquarters where they will be forwarded to the Library Research Center of the University of Illinois.

The state-wide results of this study will be published in time, for everyone's benefit. I hope you agree that this is a worthwhile endeavor, and I will appreciate your cooperation.

Sincerely yours,

Kathryn J. Gesterfield
Director

1. Date on which this survey was done: _____
(before May 1, 1983)

2. If you want a summary of the responses from the users of your library, check here _____

Put this letter and the completed survey forms in a large envelope, and send it to your system headquarters for forwarding to the Library Research Center, University of Illinois.

BEST COPY AVAILABLE

Illinois State Library, Springfield, IL 62756

Adult User Survey

To help public libraries improve their service, please answer these few questions about your visit to this library today. In each case, circle a number at the right to indicate your answer.

1. Did you find what you wanted in the library today?

Yes, everything (skip question 2, go to question 3)	1
No, not everything	2
No, but I have filed a reserve/or a request for interlibrary loan	3
No	4

2. (a) If you did not find all that you wanted, what where you looking for?

_____

_____

(b) What is the next thing you will do to get it?

Try another library	1
Try this library again	2
Buy a copy	3
Forget about it	4
Other (what?) _____	5

3. What changes (if any) would you like to see in this library?

None	1
Open more or different hours	2
More programs	3
More or different books	4
Larger or improved physical quarters	5
More or different audiovisual materials	6
Different rules or regulations	7
Other (what?) _____	8

4. About how many times, before today, have you used this public library in the past year?

More than once a week	1
One to four times a month	2
More than once a year and less than once a month	3
Once a year or less often	4

5. Are you a male or female?

male	1
female	2

6. In what age group are you?

Under 19	1
20 to 29	2
30 to 39	3
40 to 49	4
50 to 59	5
60 or over	6

Thank you; please put this form in the box provided for that purpose.

SAR/1983

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Subject Index to Illinois Library Statistical Report Nos. 1-12

by

Christopher R. Jocius

Part A. Public Libraries 25

Part B. Academic Libraries 29

Part C. School Library Media Centers 30

Part D. Special Libraries 30

Part E. List of ILSR 1-12 32

The entries in this index are arranged first by type of library. They are then arranged alphabetically by the first or filing word of the entry. In parentheses is shown the types of cross-analysis, except that cross-analysis by size of population is almost always found and is therefore not recorded in the index. In brackets is given a definition or examples of or cross-references for the index entry term. There are no references here to such technical matters as sample design, pretest results, etc.

Each entry is identified by an Arabic numeral, a slash and a page reference. For example, 1/21-22 refers to Statistical Report No. 1 with data on pages twenty-one to twenty-two. Page references refer only to numerical tables; brief discussion and/or analysis of the data are in the text of that report.

Part A. Public Libraries

Adult Book Borrowing by Children 4/26
Adult Programs 4/22-23
  regional distribution 4/32
Adult Users (regional distribution) 7/8
Assessed Valuation, 1960-1980 ..... 1/87
Audiovisual Equipment [see also specific items] 1/30-32,40-41

Bookmobiles [number, stops, etc.] 1/10
Book Read, Amount of 7/26
Book Selection Methods, Reader 7/31
Book Sharing with Other Persons 7/32-33
Book Value [good, fair, poor] 7/28-29
Borrower Registration [see also Nonresident Borrowers] 1/12-13
  duplicate card, charge for 7/67
  regional distribution 1/39
Branches [number, types of buildings, area, etc.] 1/5-6
Buildings [gross area, linear feet, seating, etc.]
  regional distribution 1/39

Calculators 1/32
Card Catalog [computerized, divided, etc.] 1/21-22
  regional distribution 1/40
Catalog Cards 1/21-22
Cataloging [source of cards, subject headings, etc.] 1/21-22
Children's Books 1/15,17,37,39
  overdue fines 1/15
  separate catalog for 1/21,40
Children's Programs 4/24-26
Circulation Composition 4/15
  regional distribution 4/33
Circulation of Material [types, etc.] 4/28-30
  regional distribution 4/33
Circulation Policies 1/16-17
  regional distribution 1/39-40
Circulation Systems 1/15-17
Circulation Transactions
  adult/juvenile 1/85
  1960-80 ..... 1/87
  average percentage composition 4/15
Classification of Books 1/21-22
  regional distribution 1/41
Classroom Sets 1/6
Computer Use 1/24
  regional distribution 1/41
Computerized Catalog 1/21
Continuing Education 3/38

Deposit Stations 1/6
Dewey Decimal Classification 1/2,41
Dictionary Catalog 1/21
Divided Catalog 1/21

8mm Films [see Films]
Employees [hours worked/week] 1/84;3/31-32
education of 1/83
librarians 1/83-84
maintenance 1/84
reference 1/15
technical/clerical 1/84
Equipment Rental Fees (regional distribution) 7/61-62
Expenditures 1/82
1960-80 ..... 1/87

Fiction, Adult
circulation policies 1/16,39-40
expenditure for 1/37,42
regional distribution 1/39-40
Fiction, Juvenile
expenditure for 1/37,42
Film Projectors [8mm, 16mm] 1/31,41
Film Use 4/21
Films [8mm, 16mm, silent, sound]
expenditure for 1/37
number held/added 1/26
Filmstrip Projectors or Viewers [sound, silent] 1/31
Filmstrips [silent, sound] 1/26
Finances [see Expenditures and Income]
Flash Cards/Post Cards 1/28
Fringe Benefits [see also Illinois Municipal Retirement Fund]
continuing education and professional activity 3/38
group insurance 3/39
holidays 3/32
irregular hours worked, compensation for 3/30-31
leave of absence 3/35-37
miscellaneous benefits 3/41
number offered 3/19
overtime 3/30
retirement 3/19,41
sick leave 3/19,34
vacation 3/19,33

Games and Puzzles 1/22
Globes and Maps 1/29
Group Insurance 3/39-40

Head Librarians--Male/Female (library systems, per capita operating expenditures, total non-maintenance staff)
average annual salary 1/67,83
hours worked per week and formal education 3/45-47,50-51
Holidays, Paid 3/32
Hours Open
weekly 1/85
evenings, Saturday, Sunday 3/30

Illinois Municipal Retirement Fund [IMRF] 1/35
Income [see also Local Government Indirect Support] 1/80-82
1960-1980 ..... 1/87
Interlibrary Loans 1977-1981 [received/sent] 3/54-55

Leave of Absence 3/35
Libraries in Illinois [library system] 1/9
Library Materials Expenditure 1/37,42
total distribution 1/81,87
Loans from Other Libraries 4/31
regional distribution 4/33
Local Government Indirect Support 1/35,41

Material Lost and Damaged, Fees for (regional distribution) 7/68-70
Material Rental Fees (regional distribution) 7/58-59
Meeting Room Fees and Use 4/27
regional distribution 7/65
Microfiche Readers or Reader/Printers 1/31
Microfilm Readers or Reader/Printers 1/31
Multimedia Kits 1/28

Nonfiction, Adult
circulation policies 1/16,40
expenditures for 1/37,42
Nonfiction, Juvenile
expenditures for 1/37,42
Non-Print Materials [see also names of specific types] 1/25-30,37
Nonresident Borrowers, Fees for 1/70-71, 73-74,80

Overdue Fines and Fees (regional distribution) 1/15,39;7/66

Penalty Fees (regional distribution) 7/50
Periodicals
back files kept 1/85
circulation policies 1/17
expenditures for 1/82
number received 1/87
Phonograph Record Players 1/31,41
Phonograph Records
number held/added 1/27
regional distribution 1/41
Photocopying Machines 1/32,41
Pictures
flat 1/28
framed 1/17,28
Population Served
1960-1980 total 1/87
distribution by number of libraries 1/91
Public Libraries, Number of
1980 (regional distribution) 1/91
1960-1980 ..... 1/87
Public Meeting Room Use 4/27

Realia and Specimens 1/28
Reference Collection [adult/juvenile volumes] 4/19,32
Reference Questions 4/20
  directional 4/20
  referrals to system headquarters and
    to non-ILLINET agencies 4/20
  regional distribution 4/23
Reference Staff [hours per week worked] 4/5,19
  regional distribution 4/32
Referenda
  1979-80 ..... 1/79
Report Year 1/91
Reserves 1/15
Retirement Plan [IMRF, Social Security, etc.] 3/41

Sales of Books and Other Materials (regional distribution) 7/71
Sculpture 1/28
Service Fees [photocopy, computer search, etc.] 7/63
Shelflist 1/22
Sick Leave 3/19,34
16mm [see Films]
Slide Projector/Viewers [silent, sound] 1/31
Slides 1/26-27
Sound Recordings
  circulation policies 1/17,40
  expenditures for 1/37
  number held/added 1/25,27
Sunday [see Hours Open]

Tape Cartridges 1/27
  regional distribution 1/41
Tape Cassettes 1/27
  regional distribution 1/41
Tape Players or Recorders [for cassettes or cartridges] 1/31,41
Tapes [reel to reel, cartridges, or cassettes]
  number held/added 1/27,41
Television Sets 1/31

Ultrafiche Readers or Reader/Printers 1/31
Users (regional distribution)
  age 12/14-19
  changes desired in this library 12/13-19
  frequency of use of this library 12/14-19
  sex 12/14-19
  Success in finding what is wanted 12/13-19

Vacation Allowance 3/19,33
Videocassette Players/Recorders 1/31
Videocassettes 1/27
Videotape Players/Recorders 1/31
Videotapes 1/27
Volunteers 1/66

Part B. Academic Libraries
(responses distributed by type: college & university, community college, and professional/technical schools)

Annual Report, Existence of 5/10
Audiovisuals 9/30

Bibliographic Instruction
audiovisual 11/18-19
computer-assisted instruction 11/20
handouts or other publications 11/21-22
lectures 11/16
library courses, formal 11/13-14
library tours 11/10-12
workbook instructions 11/17

Card Catalog [format] 5/10
Circulation 9/36
Collections [av, periodicals, books, etc.] 9/29-30

Days Open 9/36

Employees (by level of position, full-time or part-time, and sex)
number 9/31-35
salaries 9/31-35
Expenditures
materials, salaries, etc. 9/37-38
totals 5/12

Government Documents 9/29

Hours Open 9/36

ILLINET and Regional Library System Services, Satisfaction with. 5/11-12
Interlibrary Loans 9/36

Library Surveys/Studies 5/11

Machine Readable Data Base Use 5/10
Microforms 9/29-30

Periodicals 9/29
Public Access 5/9

Reference Questions from Public 5/9;9/36
referrals 5/9

Transactions, Public Service 9/36

Part C. School Library Media Centers
(responses distributed by enrollment size, geographic region, grade levels served, and number of attendance centers)

Audiovisual Resources and Services
equipment [cassettes, television sets, viewers, etc.] 6/34-39
services [graphics, slide-tape production, etc.] 6/34-35

Cataloging
at building level 6/30
at district level 6/30
participation in union catalogs 6/30
Collections [books, nonprint titles, etc.] 6/26-28

Employees
in school districts with library media center supervisor .. 6/22
in school districts with/without professional media specialist 6/26
in school districts with/without professional media specialist at building level 6/26
Expenditures [total and eleven subdivisions] 6/38-41

Hours 6/32
open in school week 6/32
open in summer 6/32
open to general public 6/32

ILLINET
affiliation 6/44
satisfaction with services 6/46-49

Library Service Arrangements [separate room, classroom library, etc.] 6/22-23

Part D. Special Libraries
(responses distributed by number of degree professionals, profit/not for profit status, size of primary clientele, and subject category)

Catalog, Type of 2/71

Databases, Machine Readable 2/29,69
in-house production of 2/70

Employees, Number of 2/61

ILLINET
satisfaction with services 2/51,79-84
use of 2/66
Indexing/Abstracting of Materials 2/26,68

Librarian's Position in Organization Structure 2/60

Networks Other Than ILLINET, Use of 2/23,67

Performance Measures [public services, technical services] 8/39
    frequency of those kept 8/39
    mean number of measures kept 8/43
    statistics 8/45
Photocopying Availability to Public 2/65
Public Access 2/64

Size of Library Area in Square Feet 2/63

Part E. A Complete List of Titles Published in the Illinois Library Statistical Report Series

No. 1. Studies of Illinois Public Libraries Using Data from 1978-79 and 1979-80 (August 1981) 92p.

Herbert Goldhor and Kathryn A. Prichard, "The Resources of Illinois Public Libraries in 1980: The Report of a Sample Survey," p. 1-63

Stephen M. Zumbo, "Volunteers in Illinois Public Libraries," p. 64-68

Susan Bonzi, "Nonresident Fees in Illinois Public Libraries," p. 69-75.

Herbert Goldhor and James Tushinsky, "All Other Data From IPLAR," p. 76-85.

Herbert Goldhor, "Trends in Illinois Public Library Statistics: 1960-1980," p. 86-92.

No. 2. Danny P. Wallace, 1981 Survey of Illinois Special Libraries (April 1982) 125p.

No. 3. Studies of Illinois Public Libraries Using Data from 1980-81 (June 1982) 57p.

Judith Bessai and Herbert Goldhor, "Fringe Benefits of Illinois Public Library Employees," p. 1-43.

Susan Bonzi and Herbert Goldhor, "Head Librarians in Illinois Public Libraries," p. 44-51.

Herbert Goldhor, "Interlibrary Loans of Illinois Public Libraries," p. 52-57.

No. 4. Herbert Goldhor, Analysis of Responses to the Public Library Supplemental Annual Report for 1980/81 (July 1982) 39p.

No. 5. Herbert Goldhor, Results of a Survey of Illinois Academic Libraries Affiliated with ILLINET (August 1981) 20p.

No. 6. Herbert Goldhor and Cora Thomassen, The 1981 Survey of Illinois Public School Library Media Centers (January 1983) 73p.

No. 7. Sharon L. Baker, Two Studies of Illinois Publis Libraries: An Adult User Survey; and Fines, Fees and Charges Levied (May 1983) 73p.

No. 8. Danny P. Wallace, Performance Measures in Illinois Special Libraries (July 1983) 49p.

No. 9. Katharine Phenix, Analysis of the 1981/82 HEGIS/LIBGIS Responses of Illinois Academic Libraries (August 1983) 65p.

No. 10. Danny P. Wallace, An Index of Quality of Illinois Public Library Service; and Herbert Goldhor, The Comparative Performance of Illinois Public Libraries (June 1983) 54p.

No. 11. Robert Daugherty and Lois Pausch, Bibliographic Instruction in Illinois Academic Libraries: A Survey Report (October 1983) 86p.

No. 12. Herbert Goldhor, Report of an Adult Patron Survey in a Sample of Illinois Public Libraries in Spring 1983; and Christopher R. Jocius, Subject Index to ILSR 1-12.